



Celebrus Technologies plc

Interim Results

for the six months ended 30 September 2024

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Agenda

- Mission and Values
- Operational Highlights
- Financial Highlights and Review
- Business Strategy
- Use Case Example
- Outlook

Mission and Values

To improve the relationships between brands and consumers via better data.

- **Integrity**

We are honest and straightforward, and we do our best to communicate clearly and effectively. We don't use vendor terminology to confuse customers, and we trust each other to deliver on our goals. When we make promises, or set goals, internally or externally, we deliver upon them and hold ourselves accountable. We respect each other and work together to achieve the common goals of the business.

- **Customer-First Mentality**

We put the customer first and go the extra mile for them. We live our mission to improve the relationships between brands and consumers via better data and we do that with our people, our technology, and our services. We aim to simplify their lives and deliver value.



Mission and Values cont.

- **Innovation**

We do not rest, because complacency in the software space signals failure. But it's not just about our tech. It's about innovating everything we do, always reviewing our processes and how we work, and looking for ways to improve in every facet of our business.

- **Simplicity**

We use simple and effective communication with a strong focus on building efficiency across the business. Setting meetings with a purpose, providing explanations to customers that are easy to understand, and messaging in the marketplace that anyone can comprehend. We want to communicate with empathy and straightforward, easy-to-understand messaging.



Operational highlights



- **Key wins both during and after the period include a healthy mix of new logos and upsells of existing customers**
 - a large global airline
 - a UK energy company
 - a financial institution in the US
 - a large fintech platform
 - an existing European retail customer
 - a bank in Poland
 - an expansion within a healthcare customer in the US
- **Continue to innovate our marketing approach**
 - launched several new campaigns for both awareness and lead generation.
 - moving towards more focused Account Based Marketing campaigns.
- **Continue to innovate the Celebrus platform**
 - significant enhancements to PII protection
 - the launch of a self-service analytics platform
 - cross-device continuance as a patent extension to our existing digital identity capabilities.
 - invest in ensuring our security certifications and processes are consistently enhanced year on year.
- **Celebrus Cloud is prominent in deals**
 - our single-tenant private cloud offering, continues to be prominent in our key wins and pipeline.
- **Migrated away from several datacenters...**
 - Cloud transformation and cost savings
 - Simpler network and better security

Financial highlights

- **Annual recurring revenue (“ARR”)**
 - increased to \$26.2m (H1 FY24: \$21.3m, FY24: \$25.5m)
- **Total Revenue**
 - \$17.2m (H1 FY24: \$16.2m, FY24: \$40.9m)
- **Software Revenue (excluding third-party hardware)**
 - up 22.6% to \$11.2m (H1 FY24: \$9.1m, FY24: \$27.7m)
- **Gross profit margin**
 - 48.0% (H1 FY24: 37.0%, FY24: 52.9%).
- **Profit before tax**
 - Adjusted: \$1.0m (H1 FY24: \$0.1m, FY24: \$7.6m)
 - Statutory: \$0.3m (H1 FY24: \$0.2m, FY24: \$7.0m)
- **EPS**
 - Adjusted diluted: 2.55 cents
 - (H1 FY24: 0.40 cents, FY24: 13.76 cents)
 - Diluted basic EPS of 0.61 cents
 - (H1 FY24: 0.47 cents, FY24: 12.27 cents)
- **Cash position**
 - \$25.9m (H1 FY24: \$17.9m: FY24: \$38.8m) with no debt
- **Interim dividend**
 - 0.95 pence per share, up 3.3% (H1 FY24: 0.92 pence)

Income statement

\$'000	H1 FY25	H1 FY24	FY24
Software revenues	11,185	9,126	27,689
Hardware revenues	6,034	7,038	13,197
Revenue	17,219	16,164	40,886
Cost of Sales	(8,959)	(10,180)	(19,266)
Gross profit	8,260	5,984	21,620
<i>GP%</i>	<i>48.0%</i>	<i>37.0%</i>	<i>52.9%</i>
<i>Software GP%</i>	<i>66.3%</i>	<i>56.2%</i>	<i>72.1%</i>
Operating expenses	(7,879)	(6,222)	(14,785)
Finance income (net)	658	384	741
Adjusted PBT	1,039	146	7,576
Amortisation/SBP etc	(789)	26	(611)
Profit before tax	250	172	6,965
Tax	-	19	(1,947)
Attributable to equity holders	250	191	5,018
Earnings per share (cents)			
Basic earnings	0.63	0.48	12.61
Diluted earnings	0.61	0.47	12.27
Adjusted Basic earnings	2.63	0.41	14.15
Adjusted Diluted earnings	2.55	0.40	13.76

- Software Revenue (excluding third-party hardware)
 - up 22.6% YOY to \$11.2m due to new logo wins and upsells in the last 12 months.
- GP%
 - low at 48% due to sales including hardware component.
- Software GP%
 - up from 56.2% to 66.3% due to increased license revenues and tight management of cloud costs.
- Opex
 - increasing as we continue to invest in customer-facing roles, and marketing activities.
- Interest income
 - \$0.7m (H1 FY24: \$0.4m) due to proactive cash management.
- Adjusted PBT
 - \$1.0m (H1 FY24: \$0.1m).
- Non-cash items of \$0.8m e.g. SBP charge
- Adjusted diluted EPS of 2.55 cents (H1 FY24: 0.40 cents)
- Interim dividend of 0.95 pence per share declared
 - a 3.2% increase over the comparative period last year (0.92 pence)
- Annual recurring revenue
 - increased to \$26.2m (H1 FY24: \$21.3 m, FY24: \$25.5 m)

Consolidated statement of financial position

\$'000	Sep-24	Sep-23	Mar-24
Goodwill and other	14,771	13,956	13,761
Property, plant and equipment	2,011	638	2,097
Non current assets	16,782	14,594	15,858
Inventories	338	0	4,661
Trade and other receivables	6,589	21,281	11,066
Assets held for sale	4,018	3,661	3,788
Cash	25,855	17,881	38,790
Current assets	36,800	42,823	58,305
Trade and other payables	(2,929)	(8,124)	(12,900)
Deferred income	(11,903)	(11,367)	(22,271)
Current liabilities	(14,832)	(19,491)	(35,171)
Non current liabilities	(1,684)	(5,106)	(1,752)
Net assets	37,066	32,820	37,240
Share capital and premium	5,465	5,465	5,465
Other reserves	6,851	7,954	7,001
Retained earnings	24,750	19,401	24,774
Shareholders' funds	37,066	32,820	37,240

- Strong balance sheet
- PPE
 - reflects the IFRS16 lifetime value of leases entered into in the UK and India during FY24, along with leasehold improvements.
- Reduction of inventory related to customer orders.
- Trade debtors and other receivables were \$6.6m
 - good billing and collection in the period, and no bad debts.
- Freehold property
 - Sale progressing and buyer has made a planning application for use as a college
- Cash balance of \$25.9m and no debt
 - The majority of which is now held as US Dollars.
- Net assets of \$37m of which cash is almost \$26m.

Cashflow

\$'000	H1 FY25	H1 FY24	FY24
Profit before tax	250	172	6,965
Movements in working capital	(9,674)	(2,381)	13,187
Depreciation and amortisation	414	253	575
Share-based payments	645	431	962
Tax paid	(1,919)	(78)	(166)
Other	(663)	(384)	(762)
Net cash generated from / (used in) operating activities	(10,947)	(1,987)	20,761
Purchase of plant/equipment and intangibles	(295)	(48)	(565)
Capitalisation of development costs	(309)	(199)	(396)
Interest received	692	394	763
Net cash generated from / (used in) investing activities	88	147	(198)
Dividends paid	(1,124)	(1,089)	(1,553)
Purchase of own shares	(155)	(181)	(1,283)
Other	(92)	(63)	(173)
Net cash used in financing activities	(1,371)	(1,333)	(3,009)
Net increase/(decrease) in cash and cash equivalents	(12,230)	(3,173)	17,554
Effect of FX and translation	(705)	(164)	18
Cash and cash equivalents at start of period	38,790	21,218	21,218
Cash and cash equivalents at end of period	25,855	17,881	38,790

- Net cash from operating activities
 - Outflow of \$11.0m (H1 FY24: \$2.0m) due to the high level of creditors at the start of the period for customer-related hardware purchases.
- Net cash used in financing activities was \$1.4m (H1 FY24: \$1.3m)
 - the majority comprised of the final dividend for the prior year.
- The total decrease in cash was \$12.2m...
 - ...resulting in a closing cash balance of \$25.9m
- The Group remains debt-free.

Our Platform Today



Marketing	Fraud	Integrations	Personalization	Analytics
				
First-party data collection, contextualization and activation. Built on top of the Celebrus first party, real-time identity graph.	True fraud prevention with advanced data modeling and signals, enhanced by behavioral biometrics.	Amplifies your tech stack with contextualized, first-party visitor profiles fed to various platforms for use in those environments.	The only no-party data capture, contextualization, and activation solution built to power engagement regardless of opt-in.	Web analytics, self-service analytics, and BI platform workbooks to support your analytics needs while maintaining data ownership.

Celebrus Platform
Digital Identity Verification, frictionless first-party data collection, live-time, data model, 100% data ownership

Celebrus Competitors



- Our competition varies based on what we are selling now that we have spent more time developing use cases to sell against.



Market Approach

We're optimizing 3 prospecting funnels and 3 growth funnels in the business:

- 3 Prospecting Funnels
 - Sales
 - Marketing
 - Partners
- 3 Growth Funnels
 - Customer Success
 - Professional Services
 - Marketing



Key Personas

- **Persona 1:**

We'll call this our target persona. These are people that ultimately have failed or have grown exhausted with existing tech. They know what they have can't deliver, they know the pains, and they are ready for change.

- **Persona 2:**

We'll call this the open-minded persona. They know what they have might not be the best fit and they are very open to exploring options. The challenge with this persona lies in a situation where they are not decision makers or can't influence a decision maker. It can be a struggle when that happens. However, this persona presents and opportunity to convert them to our approach.

- **Persona 3:**

We'll call this the "see you next year" persona. These are people who think they already have everything covered or at least think they will with the tech they have. They are buying the new shiny object, perhaps a CDP, and we'll need to nurture them, give them some time to fail, stay in their ear, and check back to see how they are progressing.



What are we selling?

Marketing Use Cases

Fraud Use Cases

Advertising Use Cases

Data Science Use Cases

Digital Identity Verification

Analytics
(Digital Analytics, Self-Service Analytics, BI Workbooks)

Integrations
(Teradata, Pega, Salesforce, Snowflake, Braze, Optimizely, Merkle, etc.)

Managed Services

Professional Services

Personalization

What brands are **missing**.



The **truth** about cookies.



Third-Party



“Alleged” First-Party



True First-Party

Identity and real-time drives **better outcomes.**



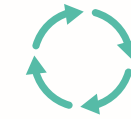
Abandoned
Application

\$12m+



Abandoned
Basket

+750%



Customer
Lifecycle
Marketing

+15%



Expressions
of Interest

+20k



Paid
Advertising

+2.5x



Rebound (re
targeting)
campaigns

100+



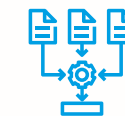
Marketing
attribution

10%



Hyper-
Personalized
Messaging

+15x



Predictive
Modeling

+\$3m



Real Time
Decisioning

+50M

Paid media optimization.

Approach

Browse to buy behaviors captured

Predictive models trained using behavioral data

Scorecards deployed in real time to drive retargeting

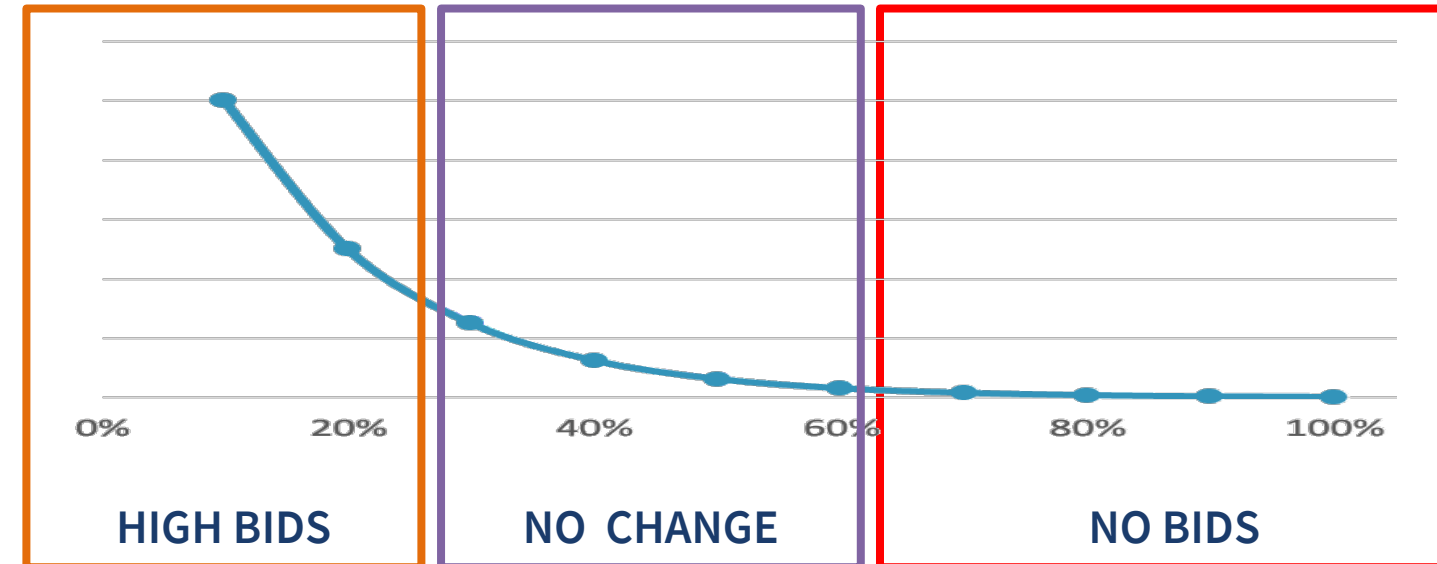
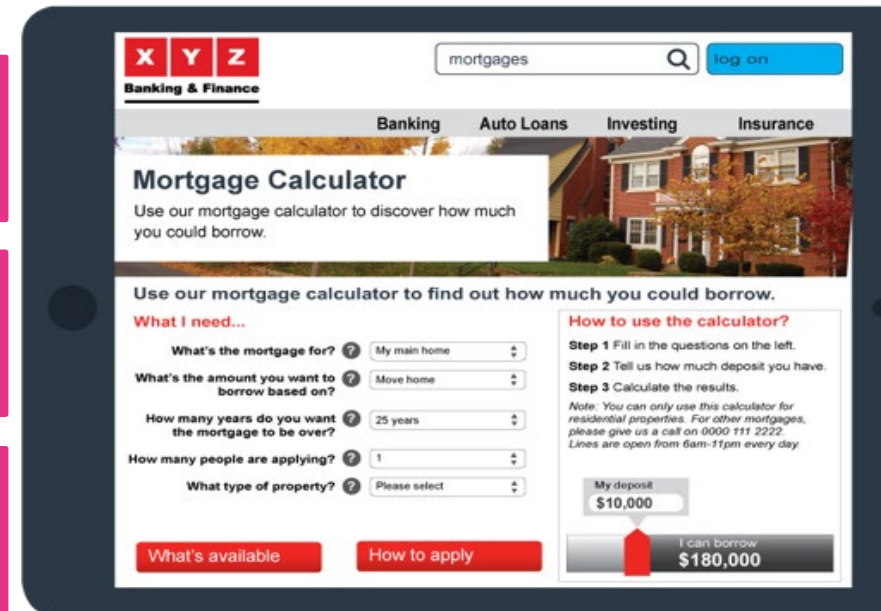
Low scoring visitors excluded from retargeting
VS

Bids increased for highest scoring visitors

REPEAT BROWSE

CALCULATOR INTERACTIONS

ABANDONED APPLICATIONS



Outcomes

40% reduction in paid media spend

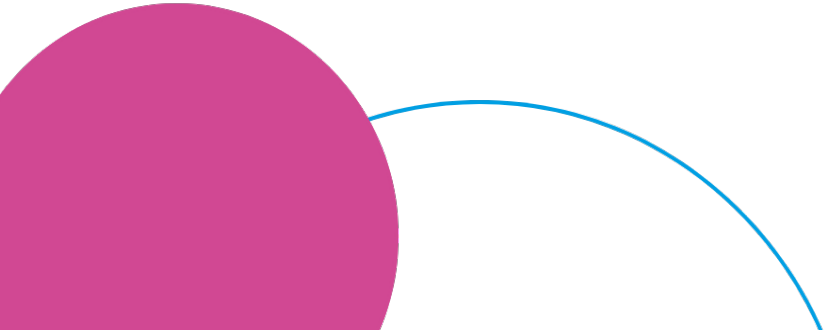
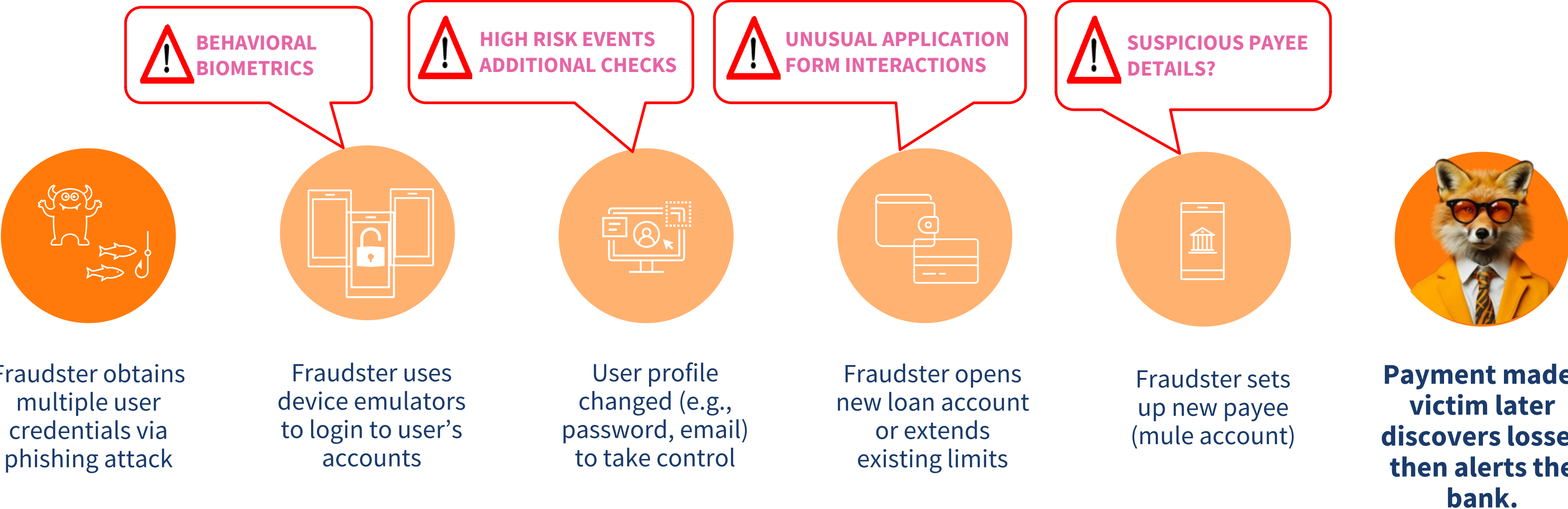
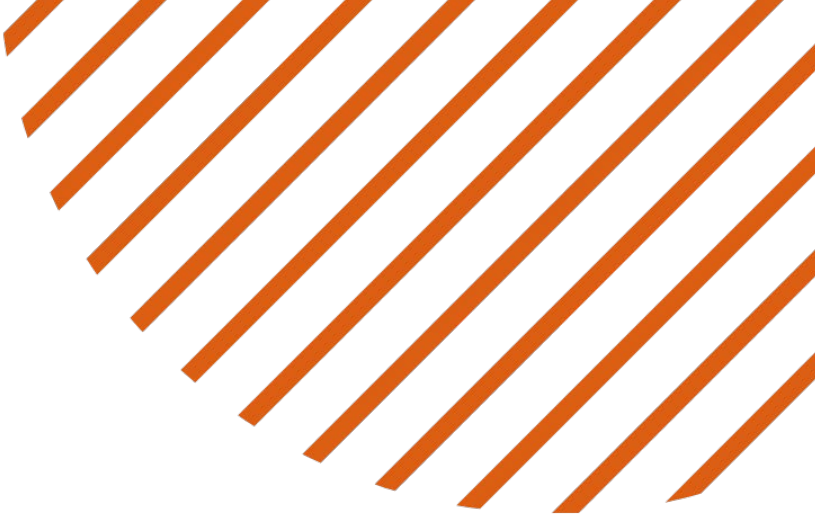


5x increase in click through rates



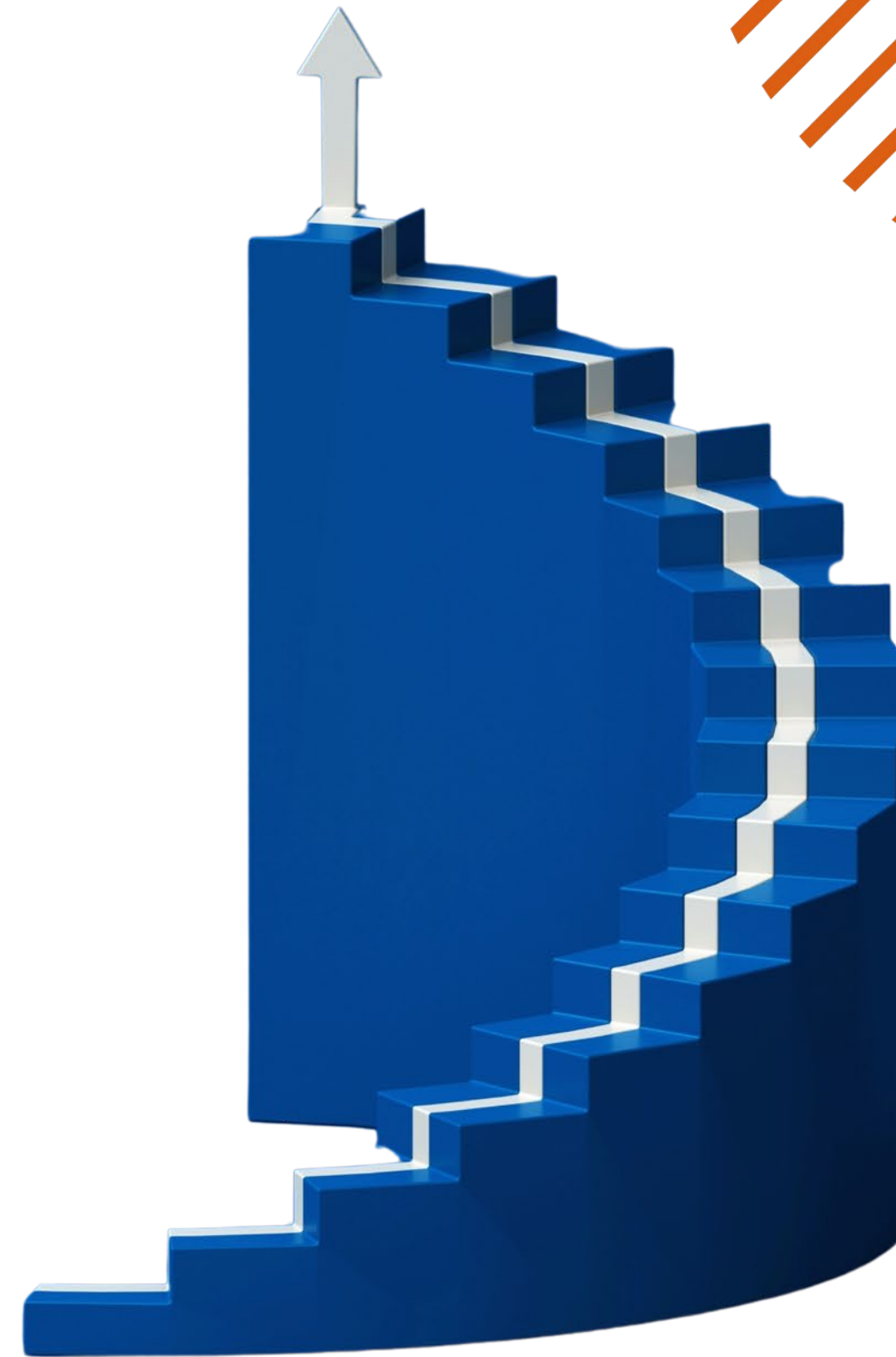
2.5x Increase in sales revenue

Outfox fraudsters **before** the fraud.



Outlook

- Some slowing down in the past couple of months ...
- ... but more positive movement in recent weeks.
- Growing pipeline and good visibility
- Underpinning the Board's confidence...
- ...in achieving full year expectations and continuing to drive the ongoing growth in ARR.



Questions?





Thank You



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